

Curriculum Content Framework

INTERNATIONAL BUSINESS

Grade Level: 11,12

Prerequisites: Tech Prep Foundation Core

CIP Code: 06.0901

Course Code: 07.103

Course Description: International Business is a one-semester course pursuing the study of economics, competition, politics, and social activities across national boundaries. Students are taught to think in global terms concerning their legal, cultural, economic, and political environments.

TABLE OF CONTENTS

	Page
Unit 1: International Environments	166
Unit 2: International Economics	167
Unit 3: International Transportation	168
Unit 4: International Banking	169
Unit 5: International Marketing	170
Unit 6: International Documentation	170
Unit 7: International Imports and Exports	171
Unit 8: International Procedures	172
Unit 9: International Organizations	174
Unit 10: International Trade Strategies	174
Unit 11: International Trends	175
Unit 12: International Business Careers	176

UNIT 1: International Environments

Suggested Number of Hours: 10

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 (define) Terms related to technology and international environment		Foundation	Reading	Comprehends written information for written idea [1.3.7]
1.2 (discuss) The typical work week, lunch hours, attire, holidays and vacation in America and various other countries	1.2.1 Research and report on typical work week and benefits, and environment	Foundation	Speaking Writing	Communicates a thought idea or fact in spoken form [1.5.5]; organizes ideas and communicates oral messages to listeners [1.5.7] Organizes information into an appropriate format [1.6.10]
1.3 (explain) First impressions, introductions, handshakes, names, titles, and business cards in various countries	1.3.1 Practice various greetings that are appropriate for various countries	Foundation Interpersonal	Speaking Cultural Diversity	Speaks in a clear concise manner [1.5.12] Respects others' personal values, cultures, and traditions [2.2.4]

UNIT 2: International Economics

Suggested Number of Hours: 5

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
2.1 (define) Economics and how it is measured		Foundation	Reading	Applies/ Understands technical words that pertain to subject [1.3.6]
2.2 (discuss) Economic problems and choices made in all societies	2.2.1 Outline rules to assigned topics	Thinking Foundation	Reasoning Speaking	Applies rules and principles to a new situation [4.5.1]; extracts rules or principles from written information [4.5.4] Communicates a thought, idea, or fact in spoken form [1.5.5]
2.3 (list) Three types of basic type of economic systems	2.3.1 Research material on assigned topic	Thinking	Seeing Things in the Minds Eye	Imagines the flow of work activities from narrative descriptions [4.6.1]; uses senses to perceive [4.6.5]

UNIT 3: International Transportation

Suggested Number of Hours: 7

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
3.1 (discuss) Transportation methods and practices past and present		Foundation Thinking	Speaking Seeing Things in the Mind's Eye	Communicates a thought, idea, or fact in spoken form [1.5.5] Visualizes a system's operation from schematics [4.6.3]
3.2 (explain) Metric weights and measures	3.2.1 Convert U.S. weights to metric - show the inconvenience to convert	Foundation Thinking	Reading Speaking Problem Solving	Analyzes and applies what has been read to specific task [1.3.2] Communicates a thought, idea, or fact in spoken form [1.5.5] Comprehends ideas and concepts related to international transportation [4.4.1]
3.3 (compare) The various types of ground, air, water, and postal transportation	3.3.1 Discuss the major types of insurance and documentation used in various types of transportation	Foundation	Listening	Comprehends ideas and concepts related to international transportation [1.2.1]

UNIT 4: International Banking
Suggested Number of Hours: 5

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.1 (list) Various types of banks and services provided to international activities		Foundation	Listening	Comprehends ideas and concepts related to international banking [1.2.1]; listens for content [1.2.3]
4.2 (define) International banking terms		Foundation	Reading Writing	Identities relevant details, facts, and specifications [1.3.16] Summaries written information [1.6.17]
4.3 (discuss) Ways payments are made on international sales	4.3.1 Research related materials on assigned topic	Thinking	Decision Making	Comprehends ideas and concepts related to international sales payments [4.2.2]; demonstrate decision-making skills [4.2.4]
	4.3.2 Present research findings orally or written	Foundation Thinking	Speaking Writing Creative Thinking	Participates in conversations, discussion, and group presentations [1.5.8] Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6] Prepares presentation based on subject research, interviews, surveys [4.1.10]

UNIT 5: International Marketing

Suggested Number of Hours: 6

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
5.1 (define) Marketing and the marketing plan related to international trade		Foundation	Reading	Comprehends written information for main idea [1.3.7]
5.2 (list) Importance of marketing research and sources of market data needed	5.2.1 Oral or written report on marketing research	Foundation	Writing	Summarizes written information [1.6.17]

UNIT 6: International Documentation

Suggested Number of Hours: 6

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
6.1 (list) Foreign trade documentation requirements		Foundation	Reading	Adjusts reading strategy to purpose and type of reading (skimming and scanning) [1.3.1]; applies information and concepts derived from printed materials [1.3.3]

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
6.2 (list) The types of foreign trade documents	6.2.1 Research related materials on topic assigned	Foundation	Reading Writing	Draws conclusions from what is read [1.3.12]; locates pertinent information in documents such as manuals, graphs, and schedules to perform tasks [1.3.18] Evaluates written information for appropriateness/content/clarity [1.6.9]
6.3 (define) Role of international freight forwarders	6.3.1 Research material on topic	Thinking	Problem Solving	Comprehends ideas and concepts related to role of international freight forwarders [4.4.1]
	6.3.2 Present research findings	Thinking	Reasoning	Extracts rules or principles from written information [4.5.4]

UNIT 7: International Imports and Exports

Suggested Number of Hours: 6

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
7.1 (list) Ways to find overseas suppliers	7.1.1 Define and discuss bargaining	Interpersonal	Customer Service	Shows initiative and courtesy in meeting and working with customers [2.3.8]
7.2 (analyze) Foreign goods customer acceptance	7.2.1 Compare various products used in several different countries	Interpersonal Thinking	Cultural Diversity Reasoning	Works effectively with men and women from diverse background: ethnic, social, educational, etc. [2.2.5] Comprehends ideas and concepts related to customer acceptance [4.5.2]
7.3 (explain) The importance of market research for imports and exports		Foundation	Listening Speaking	Comprehends ideas and concepts related to market research [1.2.1] Communicates a thought, idea, or fact in spoken form [1.5.5]
7.4 (discuss) Government, competition, and country stability influences on import/export	7.4.1 Define duty and tariffs	Foundation	Listening	Listens for content [1.2.3]
	7.4.2 Discuss various countries' government stability	Foundation	Speaking	Asks questions to obtain information [1.5.4]

UNIT 8: International Procedures

Suggested Number of Hours: 9

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
8.1 (define) The structures customer service and list responsibilities and duties	8.1.1 Define and discuss responsibilities and duties	Foundation	Listening Speaking	Comprehends ideas and concepts related to customer service [1.2.1] Communicates a thought, idea, or fact in spoken form [1.5.5]
8.2 (distinguish) The customers service responsibilities and duties	8.2.1 Outline a country's culture and tradition	Interpersonal	Coaching Culture Diversity	Encourages others to develop personal and professional skills [2.1.2] Respects others' personal values, cultures, and traditions [2.2.4]; works effectively with men and women from diverse backgrounds: ethnic, social, educational, etc. [2.2.5]
	8.2.2 Present findings of customer service situation	Interpersonal	Customer Service	Applies human relations skills in real-life situations [2.3.1]; establishes positive first impression with customers [2.3.4]; handle criticism, disagreement, or disappointment during a conversation [2.3.5]; shows initiative and courtesy in meeting and working with customers [2.3.8]

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
8.3 (define) Types of shipments and entries	8.3.1 Research related topics	Interpersonal	Negotiation Teamwork	Comprehends ideas and concepts related to teamwork [2.5.2] Works effectively with others to reach a common goal [2.6.6]
	8.3.2 Present findings of research	Foundation Thinking	Speaking Creative Thinking Seeing Things in the mind's eye	Organizes ideas and communicates oral messages to listeners [1.5.7] Prepares presentation based on subject research, interviews, surveys [4.1.10] Visualizes a system's operation from schematics [4.6.3]; uses senses to perceive [4.6.5]

UNIT 9: International Organizations

Suggested Number of Hours: 6

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
9.1 (define) Treaty and U.S. uses in international trade	9.1.1 Discuss U. S. treaties	Foundation	Speaking	Participates in conversation, discussion, and group presentation [1.5.8]
9.2 (discuss) Common markets and their purposes	9.2.1 Read magazine article about markets	Foundation	Speaking	Participate in conversation, discussion, and group presentation [1.5.8]

UNIT 10: International Trade Strategies

Suggested Number of Hours: 5

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
10.1 (discuss) Proactive and reactive trade strategies	10.1.1 Read Wall Street Journal article about trade strategies	Foundation	Listening Speaking	Comprehends ideas and concepts related to trade strategies [1.2.1] Communicates a thought, idea, or fact in spoken form [1.5.5]

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
10.2 (explain) Export stimulation	10.2.1 Read and summarize newspaper article on export stimulation	Foundation	Speaking	Participate in class discussion [1.5.8]

UNIT 11: International Trends
Suggested Number of Hours: 12

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
11.1 (explain) The technical impact on international business	11.1.1 Research and report on various technical changes	Foundation	Writing	Summarizes written information [1.6.17]
11.2 (discuss) Various European trends in International Business	11.2.1 Read and report on newspaper articles on European trends	Foundation	Reading Speaking	Applies information and concepts derived from printed materials [1.3.3] Organizes ideas and communicates oral messages to listeners [1.5.7]
11.3 (analyze) Recent political economic changes in the world	11.3.1 Read and report articles from periodicals	Thinking	Reasoning	Comprehends ideas and concepts related to political effects [4.5.2]

UNIT 12: International Business Careers

Suggested Number of Hours: 5

VOCATIONAL AND TECHNICAL SKILLS What the Student Should Be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
12.1 (describe) International career opportunities available	12.1.1 D Written report on international career opportunities	Foundation Personal Management	Writing Career Awareness, Development, and Mobility	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]; composes and creates document-letters, manuals, reports, proposals, graphs, flow charts, etc.[1.6.8] Explores career opportunities [3.1.6]
12.2 (define) Internship and training		Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to careers [3.1.3]